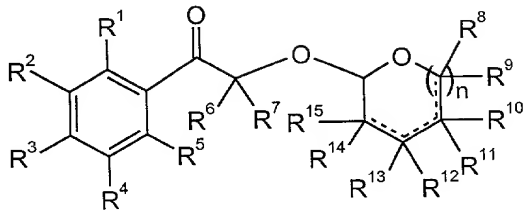
WHAT IS CLAIMED IS:

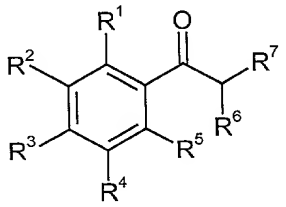
1. A fragrance precursor of formula I:



(I)

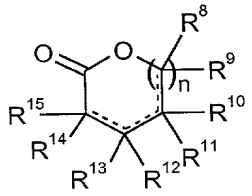
wherein the dotted lines indicating one or two optional double bonds in the cyclic acetal,

that forms a fragrant ketone of formula II:



(II)

and a fragrant lactone of formula III:



(III)

containing not more than 20 carbon atoms,

wherein

R^1 to R^5 represent independently H, $-NO_2$, linear or branched C_1-C_6-alkyl, C_1-C_6-alkenyl, C_1-C_6-alkynyl, or C_1-C_4-alkoxy,

R^1 and R^2, R^2 and R^3, R^3 and R^4, and R^4 and R^5 may form

together one or two aliphatic or aromatic rings, these rings may optionally contain linear or branched C_1-C_4-alkyl, C_1-C_4-alkenyl, or C_1-C_4-alkynyl residues, and these rings and residues may comprise one or more oxygen atoms,

R^6 and R^7 are independently H, linear or branched C_1-C_6-alkyl-, C_1-C_6-alkenyl, or C_1-C_6-alkynyl, and R^6 or R^7 may form with either R^1 or R^5 a carbocyclic ring optionally substituted by an aliphatic residue,

n is either 0 or 1,

R^8 to R^{15} are independently H, branched or linear C_1-C_{15}-alkyl, C_1-C_{15}-alkenyl, C_1-C_{15}-alkynyl, or C_1-C_4-alkoxy, they may form together one or more aliphatic or aromatic rings, these rings may optionally contain branched or linear C_1-C_{10}-alkyl, C_1-C_{10}-alkenyl, or C_1-C_{10}-alkynyl residues, and these rings and residues may comprise one or more oxygen atoms, or

R^8 and R^9 together; R^{10} and R^{11} together; R^{12} and R^{13} together; or R^{14} and R^{15} together represent H, branched or linear C_1-C_{15}-alkyl, C_1-C_{15}-alkenyl, C_1-C_{15}-alkynyl or C_1-C_4-alkoxy when the ring carbon atom supporting these groups is unsaturated.

2. A fragrance precursor according to claim 1 wherein n is 0, one of the residues R^{11} to R^{15} is an aliphatic residue having 1 to 15 carbon atoms, and the other residues are H.

3. A fragrance precursor according to claim 1 wherein in formula I n is 0, R^{10} is an aliphatic residue having 1 to 15 carbon atoms and R^{11} to R^{15} are H.

4. A fragrance precursor according to claim 1 wherein in formula I n is 0, two or more of the residues R^{10} to R^{15} are aliphatic residues having 1 to 15 carbon atoms, and the other residues are H.

5. A fragrance precursor according to claim 1 wherein in formula I n is 0, and R^{10} and R^{11} are aliphatic residues having 1 to 10 carbon atoms.

6. A fragrance precursor according claim 1 wherein in formula I n is 0, and at least two of the residues R^{10} to R^{15} are residues having 1 to 15 carbon atoms and form together one or more carbocyclic ring(s), which may optionally be substituted with one or more aliphatic residue(s) having 1 to 10 carbon atoms.

7. A fragrance precursor according claim 1 wherein in formula I n is 0, and R^{10} and R^{11} are residues having 1 to 15 carbon atoms and form together a ring which may be further substituted with one or more aliphatic residues having 1 to 10 carbon atoms.

8. A fragrance precursor according to claim 1 wherein in formula I n is 1, one or more of the residues R^{8} to R^{15} are an aliphatic residue having 1 to 15 carbon atoms, and the other residues are H.

9. A fragrance precursor according to claim 1 wherein in

formula I n is 1, R^8 is an aliphatic residue having 1 to 15 carbon atoms, and R^9 to R^{15} are H.

10. A fragrance precursor according to claim 1 wherein in formula I n is 1, at least two of the residues R^8 to R^{15} are aliphatic and have 1 to 15 carbon atoms, and the other residues are H.

11. A fragrance precursor according to claim 1 wherein in formula I n is 1, and at least two of the residue R^8 to R^{15} are residues having 1 to 15 carbon atoms and form together one or more carbocyclic ring(s), which may optionally be substituted with one or more aliphatic residues having 1 to 10 carbon atoms.

12. A fragrance precursor according to claim 1 wherein in formula I at least one of the residues R^6 and R^7 is H.

13. A fragrance precursor according to claim 1 wherein in formula I the residues R^6 and R^7 are H.

14. A fragrance precursor according to claim 1 wherein in formula I the residues R^6 and R^7 are H, and R^1 to R^5 represent independently H, $-NO_2$, linear or branched C_1-C_6-alkyl, C_1-C_6-alkenyl, C_1-C_6-alkynyl, or C_1-C_4 alkoxy.

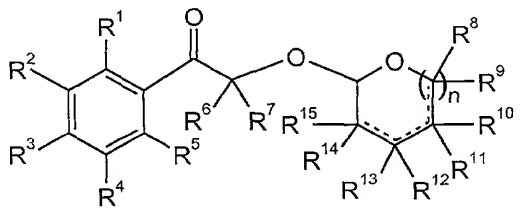
15. A fragrance precursor according to claim 1 wherein in formula I the fragrant ketone of formula II is selected from the group consisting of 1-phenyl-ethanone, 2,4-

dimethylphenyl-ethanone, 1-[4-(1,1-dimethylethyl)-2,6-dimethylphenyl]-ethanone, 1-(4-tert-butyl-3,5-dinitro-2,6-dimethyl)-ethanone, and 1-(4-methoxyphenyl)-ethanone.

16. A fragrance precursor according to claim 1 wherein in formula I R^1 and R^2, R^2 and R^3, R^3 and R^4, and R^4 and R^5, form together one or two aliphatic or aromatic rings which may optionally contain substituted or unsubstituted C_1-C_4-alkyl, C_1-C_4-alkenyl, or C_1-C_4-alkynyl residues and may comprise one or more oxygen atoms.

17. A fragrance precursor according to claim 1 wherein the fragrant ketone of formula II is selected from the group consisting of 1-(2-naphtalenyl)-ethanone, 4-acetyl-6-tert-butyl-1,1-dimethyl-indan, 1-(5,6,7,8-tetrahydro-3',5',5',6',8',8'-hexamethyl-2-naphthalenyl)-ethanone, 1-(5,6,7,8-tetrahydro-3',5',5',8',8'-pentamethyl-2-naphthalenyl)-ethanone, 1-(5,6,7,8-tetrahydro-3'-ethyl-5',5',8',8'-tetramethyl-2-naphthalenyl)-ethanone, 1-(2,3-dihydro-1',1',2',3',3',6'-hexamethyl-1H-inden-5-yl-ethanone, 1-[2,3-dihydro-1',1',2',6'-tetramethyl-3-(1-methylethyl)-1H-inden-5-yl]-ethanone, 5-acetyl-1,1,2,3,3-pentamethyl-indane, and 1-(5,6,7,8-tetrahydro-2-naphthalenyl)-ethanone.

18. A compound of formula I:



(I)

the dotted lines indicating one or two double bonds in the ring of the cyclic acetal,

wherein

R^1 to R^5 represent independently H, $-NO_2$, linear or branched C_1-C_6-alkyl, C_1-C_6-alkenyl, C_1-C_6-alkynyl, or C_1-C_4-alkoxy,

R^1 and R^2, R^2 and R^3, R^3 and R^4, and R^4 and R^5 may form together one or two aliphatic or aromatic rings, these rings may optionally contain substituted or unsubstituted C_1-C_4-alkyl, C_1-C_4-alkenyl, or C_1-C_4-alkynyl residues, and may comprise one or more oxygen atoms,

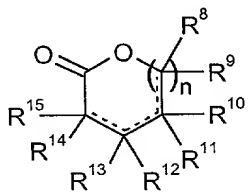
R^6 and R^7 are independently H, linear or branched C_1-C_6-alkyl, C_1-C_6-alkenyl, C_1-C_6-alkynyl, and R^6 or R^7 may form with either R^1 or R^5 a substituted or unsubstituted carbocyclic ring,

n is either 0 or 1,

R^8 to R^{15} are independently H, branched or linear C_1-C_{15}-alkyl, C_1-C_{15}-alkenyl, C_1-C_{15}-alkynyl, or C_1-C_4-alkoxy,they may form together one ore more aliphatic or aromatic rings, these rings may optionally contain branched or linear C_1-C_{10}-alkyl, C_1-C_{10}-alkenyl, or C_1-C_{10}-alkynyl residues, and the above rings and residues may comprise one or more oxygen atoms,

and

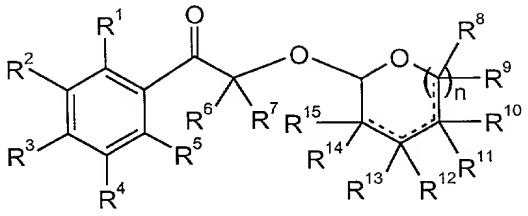
a lactone of formula III:



(III)

which contains not more than 20 carbon atoms.

19. A compound of formula I:



(I)

wherein

the ring of the acetal is saturated,

R^1 to R^5 represent independently H, $-NO_2$, linear or branched C_1-C_6-alkyl, C_1-C_6-alkenyl, C_1-C_6-alkynyl, or C_1-C_4-alkoxy,

R^1 and R^2, R^2 and R^3, R^3 and R^4, and R^4 and R^5 may form together one or two aliphatic or aromatic rings, these rings may optionally contain substituted or unsubstituted C_1-C_4-alkyl, C_1-C_4-alkenyl, or C_1-C_4-alkynyl residues, and may comprise one or more oxygen atoms,

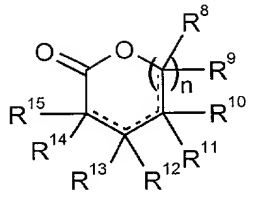
R^6 and R^7 are independently H, linear or branched C_1-C_6-alkyl, C_1-C_6-alkenyl, or C_1-C_6-alkynyl, and R^6 or R^7 may form with either R^1 or R^5 a substituted or unsubstituted carbocyclic ring,

n is 0,

R^8 to R^{15} are independently H, branched or linear C_1-C_{15}-alkyl, C_1-C_{15}-alkenyl, C_1-C_{15}-alkynyl, or C_1-C_4-alkoxy, they may form together one aliphatic or aromatic ring, and the ring may optionally contain branched or linear C_1-C_{10}-alkyl, C_1-C_{10}-alkenyl, or C_1-C_{10}-alkynyl residues, and the above rings and residues may comprise one or more oxygen atoms,

and

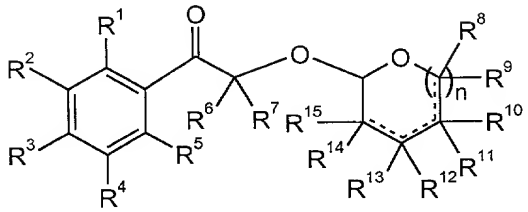
a lactone of formula III:



(III)

which contains not more than 20 carbon atoms.

20. A compound of formula I:



(I)

wherein

the ring of the acetal is saturated,

R^1 to R^5 represent independently H, $-NO_2$, linear or branched C_1-C_6-alkyl, C_1-C_6-alkenyl, C_1-C_6-alkynyl, or C_1-C_4-alkoxy,

R^1 and R^2, R^2 and R^3, R^3 and R^4, and R^4 and R^5 may form together one or two aliphatic or aromatic rings, these rings may optionally contain substituted or unsubstituted C_1-C_4-alkyl, C_1-C_4-alkenyl, or C_1-C_4-alkynyl residues, and may comprise one or more oxygen atoms,

R^6 and R^7 are independently H, linear or branched C_1-C_6-alkyl, C_1-C_6-alkenyl, or C_1-C_6-alkynyl, and R^6 or R^7 may form with either R^1 or R^5 a substituted or unsubstituted

carbocyclic ring,

n is 1,

R^8 to R^{15} are independently H, branched or linear C_1-C_{15}-alkyl, C_1-C_{15}-alkynyl, or C_1-C_4-alkoxy, they may form together one or more aliphatic or aromatic rings, these rings may optionally contain branched or linear C_1-C_{10}-alkyl, C_1-C_{10}-alkenyl, or C_1-C_{10}-alkynyl residues, and the above rings and residues may comprise one or more oxygen atoms,

with the proviso that compounds

wherein

all of R^8 to R^{15} are H,

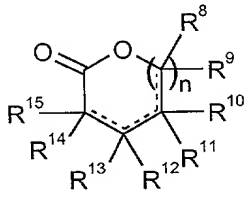
or

all of R^{10} to R^{15} are H and either R^8 is C_6 and R^9 is H or R^9 is C_6 and R^8 is H

are excluded,

and

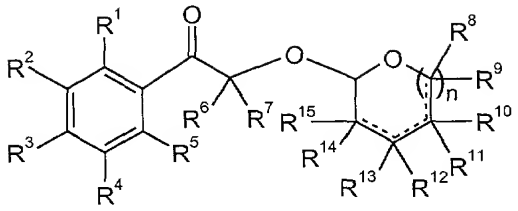
a lactone of formula III:



(III)

which contains not more than 20 carbon atoms.

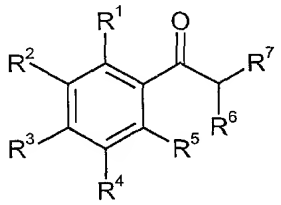
21. A perfumed product comprising a fragrance precursor of formula I:



(I)

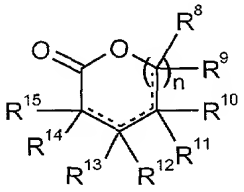
the dotted lines indicating one or two optional double bonds in the cyclic acetal,

that forms fragrant ketone of formula II:



(II)

and a fragrant lactone of formula III:



(III)

containing not more than 20 carbon atoms,

wherein

R^1 to R^5 represent independently H, $-NO_2$, linear or branched C_1-C_6-alkyl, C_1-C_6-alkenyl, C_1-C_6-alkynyl, or C_1-C_4-alkoxy,

R^1 and R^2, R^2 and R^3, R^3 and R^4, and R^4 and R^5 may form together one or two aliphatic or aromatic rings, these rings may optionally contain linear or branched C_1-C_4-alkyl, C_1-C_4-alkenyl, or C_1-C_4-alkynyl residues, and these

rings and residues may comprise one or more oxygen atoms,

R^6 and R^7 are independently H, linear or branched C_1-C_6-alkyl-, C_1-C_6-alkenyl, or C_1-C_6-alkynyl, and R^6 or R^7 may form with either R^1 or R^5 a carbocyclic ring optionally substituted by an aliphatic residue,

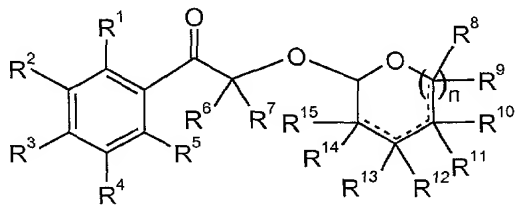
n is either 0 or 1,

R^8 to R^{15} are independently H, branched or linear C_1-C_{15}-alkyl, C_1-C_{15}-alkenyl, C_1-C_{15}-alkynyl, or C_1-C_4-alkoxy, they may form together one or more aliphatic or aromatic rings, these rings may optionally contain branched or linear C_1-C_{10}-alkyl, C_1-C_{10}-alkenyl, or C_1-C_{10}-alkynyl residues, and these rings and residues may comprise one or more oxygen atoms.

22. A perfumed product according to claim 21 wherein the perfumed product is selected from the group consisting of laundry compositions, cleaning products, body care products, and personal care products.

23. A process for providing a fragrance to a substrate comprising:

(a) treating a substrate with a perfumed product comprising a fragrance precursor of formula I:



(I)

the dotted lines indicating one or two optional double

bonds in the cyclic acetal,

wherein

R^1 to R^5 represent independently H, $-NO_2$, linear or branched C_1-C_6-alkyl, C_1-C_6-alkenyl, C_1-C_6-alkynyl, or C_1-C_4-alkoxy,

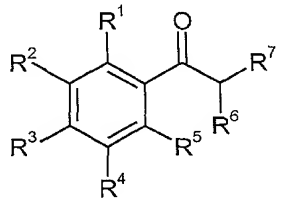
R^1 and R^2, R^2 and R^3, R^3 and R^4, and R^4 and R^5 may form together one or two aliphatic or aromatic rings, these rings may optionally contain linear or branched C_1-C_4-alkyl, C_1-C_4-alkenyl, or C_1-C_4-alkynyl residues, and these rings and residues may comprise one or more oxygen atoms,

R^6 and R^7 are independently H, linear or branched C_1-C_6-alkyl-, C_1-C_6-alkenyl, or C_1-C_6-alkynyl, and R^6 or R^7 may form with either R^1 or R^5 a carbocyclic ring optionally substituted by an aliphatic residue,

n is either 0 or 1,

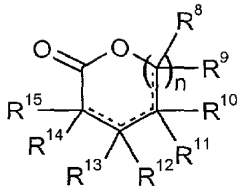
R^8 to R^{15} are independently H, branched or linear C_1-C_{15}-alkyl, C_1-C_{15}-alkenyl, C_1-C_{15}-alkynyl, or C_1-C_4-alkoxy, they may form together one or more aliphatic or aromatic rings, these rings may optionally contain branched or linear C_1-C_{10}-alkyl, C_1-C_{10}-alkenyl, or C_1-C_{10}-alkynyl residues, and these rings and residues may comprise one or more oxygen atoms; and

(b) allowing the compound of formula I to be cleaved to form a fragrant ketone of formula II:



(II)

and a fragrant lactone of formula III:



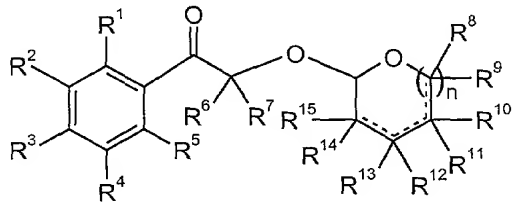
(III)

containing not more than 20 carbon atoms.

24. A process according to claim 23 wherein the compound of formula I is cleaved by exposure to light.

25. A process for providing a perfumed product comprising:

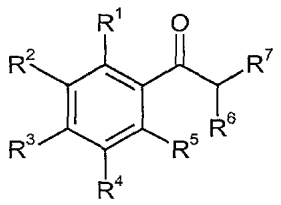
(a) forming a mixture by combining a base material with a compound according to formula I:



(I)

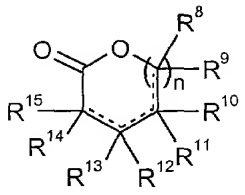
the dotted lines indicating one or two optional double bonds in the cyclic acetal,

that forms fragrant ketone of formula II:



(II)

and a fragrant lactone of formula III:



(III)

containing not more than 20 carbon atoms,

wherein

R^1 to R^5 represent independently H, $-NO_2$, linear or branched C_1-C_6-alkyl, C_1-C_6-alkenyl, C_1-C_6-alkynyl, or C_1-C_4-alkoxy,

R^1 and R^2, R^2 and R^3, R^3 and R^4, and R^4 and R^5 may form together one or two aliphatic or aromatic rings, these rings may optionally contain linear or branched C_1-C_4-alkyl, C_1-C_4-alkenyl, or C_1-C_4-alkynyl residues, and these rings and residues may comprise one or more oxygen atoms,

R^6 and R^7 are independently H, linear or branched C_1-C_6-alkyl-, C_1-C_6-alkenyl, or C_1-C_6-alkynyl, and R^6 or R^7 may form with either R^1 or R^5 a carbocyclic ring optionally substituted by an aliphatic residue,

n is either 0 or 1,

R^8 to R^{15} are independently H, branched or linear C_1-C_{15}-alkyl, C_1-C_{15}-alkenyl, C_1-C_{15}-alkynyl, or C_1-C_4-alkoxy, they may form together one or more aliphatic or aromatic rings, these rings may optionally contain branched or linear C_1-C_{10}-alkyl, C_1-C_{10}-alkenyl, or C_1-C_{10}-alkynyl residues, and these rings and residues may comprise one or more oxygen atoms; and

(b) forming a perfumed product from the mixture.

26. A process according to claim 25 wherein the perfumed product is selected from the group consisting of laundry compositions, cleaning products, body care products, and personal care products.

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